

**Survey of Comparable Agencies
Transient Occupancy Tax**

Question	Long Beach ¹ (475,880) ²	Anaheim (301,207)	Fresno (455,676)	Los Angeles (3,719,310)	Oakland (382,369)	Sacramento* (405,444)	San Diego (1,220,734)	San Francisco (731,978)	San Jose (852,616)	Santa Ana (332,574)
Type - Special or General					General	General	General	Special	Special	General
% Vote Received			29.8% (Fail)		43.4% (Fail)	61.8% (Pass)	41.59% (Fail)	83.60% (Pass)	64.8% (Fail)	56.9% (Pass)
Election Date			November 7, 2000		November 5, 2002	November 5, 2002	November 2, 2004	November 3, 1998	November 5, 2002	November 2, 2004
Tax Amount - \$ or %	Currently at 12%	Currently at 15%	Increase from 12% to 13%	Currently at 14%	Increase from 11% to 14%	Continue collecting a 2% increase from 10% to 12%	Increase 10.5% to 13%	Remain @ 14%	Increase the Convention Bureau portion from 4% to 14%	Increase 9% to 11%
Projected Annual Revenue					\$2.7 million	\$1.5 million	\$28 Million	A failure to maintain this tax would result in a loss of revenue - \$23.4 million.		\$1 Million
Sunset Date					Five Years	None Listed	None Listed	None Listed		None Listed
Purpose / Possible Uses					Advisory measure to allocate funds to violence prevention programs.	General government purposes	General governmental purposes	Majority of tax to general fund with some earmarked for affordable housing, arts and cultural centers.	Help finance local development related to tourism	General government purposes
Comments	Initial discussions considered a 3% increase in the TOT: 1% for the CVB, 1% for the Arts and 1% for the City's GP. Recently, the CVB has been considering a separate measure, which would require City Council approval, to self-assess downtown hotels by x%,				Utility Tax, TOT and Parking Lot Tax were all placed on the same ballot. Note: All three measures did not pass.	* This is a County of Sacramento tax.		To continue with the 2% surcharge approved in 1996.	San Jose splits their TOT revenue into two funds; General Fund and Convention Center and Tourism Fund. The above mentioned measure was to increase the Convention Center Fund only. The General Fund TOT is currently at 10%.	

¹ Population based on US Census Estimates for 2003

² A hypothetical 1% increase in the TOT would result in a projected \$1.2 million in additional annual revenue. Allocation of funds would be dependent on ballot language.